

Neways' Keratonics™ Smoothing Essence

Instant smooth and silky hair

DESCRIPTION

Add shine to your hair and say good-bye to tangles with Neways' Keratonics™ Smoothing Essence. This non-aerosol, spray-on treatment conditions hair for instant smoothness, removes tangles, and leaves hair shiny and silky. In addition, it's great as a leave-in conditioner.

Smoothing Essence gives you our proprietary UrbanScreen™ Complex to protect your hair from extreme environmental stresses. Neways has formulated Smoothing Essence with botanicals at the levels research shows are most effective for the health and beauty of your hair.

So go for a sleek look, or simply add a little shine. Perfect for all hair types, Smoothing Essence will give your hair prestige-level feel and texture.

BENEFITS

- Adds instant shine to hair
- Removes tangles
- Does not leave significant buildup

RECOMMENDED USE

Spray Smoothing Essence onto damp or dry hair, and comb through. Follow with desired styling products, and complete the styling process.

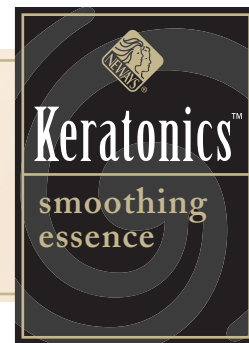
KEY INGREDIENTS

- **Cyclopentasiloxane**—A volatile emollient that evaporates at body temperature without a cooling or warming effect.
- **Dimethicone**—A gentle emollient that acts as a moisturizer and aesthetic enhancer, adding luxury to skin and hair products.
- **Isopropyl isostearate**—An ester that moisturizes.
- **Neopentyl glycol diethylhexanoate**—A luxurious emollient that provides conditioning and a prestige feel.
- **1,2-hexanediol and caprylyl glycol**—Ingredients commonly used in personal care products as solvents for botanical extracts and as humectants.
- **Polysilicone-15**—Protects hair from stresses caused by daylight.
- **Ethylhexyl salicylate**—Protects hair against environmental stresses.
- **Santalum album (sandalwood) extract, Phellodendron amurense bark extract,**

PERSONAL CARE



NEWAYS
INTERNATIONAL



PERSONAL CARE



- and Hordeum distichon (barley) extract**—An oil-soluble extract from barley, sandalwood, and cork plants and trees. Used in skin care to restore moisture of skin. In hair care products, it adds luster and shine to the hair. Chemical constituents of phellodendron (cork plant) extract have antioxidant activity. Barley extract contains procyanidin B3, a natural chemical found to promote normal hair health.
- **Fragrance**—A blend of natural and synthetic chemicals that improves natural odor. Complying with the new EU 7th Amendment directive on fragrances, Neways' Keratonics line uses only fragrances that have been specially formulated not to contain legally-required-to-report levels of the identified 26 allergens commonly found in fragrances and essential oils. Furthermore, the finished products have been safety tested to verify that the products are not contact sensitizers.
 - **Tetrahexyldecyl ascorbate**—A form of vitamin C with antioxidant properties.
 - **Simmondsia chinensis (jojoba) seed oil**—A natural conditioning oil from North America. Jojoba has been used in hair care for years due to its fatty acid content, feel, and conditioning properties.
 - **Pistacia vera seed oil**—A natural oil rich in linoleic acids. Pistachio oil conditions hair without leaving a greasy feeling.
 - **Retinyl palmitate**—A form of vitamin A with antioxidant properties. A recent study concluded that retinyl compounds like vitamin A palmitate provide a protective effect against daylight.
 - **Tocopheryl acetate**—A form of vitamin E with antioxidant properties.

Keratonics™ Smoothing Essence

All hair types

This shine-enhancing spray quickly detangles, providing a smooth, luxurious texture. Color treated hair friendly formula with UrbanScreen™ Complex.

Directions: Spray on damp or dry hair and comb through. Follow with desired styling products and complete styling process.

Keratonics™ Essence Adoucissante

Pour tous les types de cheveux

Ce vaporisateur donne de l'éclat aux cheveux tout en les démêlant rapidement. Il procure aussi une texture lisse et luxueuse. Formule sécuritaire pour les cheveux teints comprenant le Complexe UrbanScreen™.

Mode d'emploi: Vaporiser sur des cheveux humides ou secs puis peigner. Faites suivre par vos produits de coiffage désirés et compléter le processus de coiffage.

Keratonics™ Glanzfinish

Für alle Haartypen

Keratonics™ Smoothing Essence macht Ihr Haar sehr leicht kämmbar, verleiht samtige Geschmeidigkeit und perfektes Glanzfinish. Mit UrbanScreen™ Complex für maximalen Schutz bei coloriertem Haar.

Anwendung: Auf das feuchte oder trockene Haar sprühen und bei Bedarf durchkämmen. Nicht ausspülen.

INGREDIENTS/INGRÉDIENTS: Cyclopentasiloxane, dimethicone, isopropyl isostearate, neopentyl glycol diethylhexanoate, simmondsia chinensis (jojoba) seed oil, polysilicone-15, phellodendron amurense bark extract, caprylyl glycol, ethylhexyl salicylate, hordeum distichon (barley) extract, 1,2-hexanediol, pistacia vera seed oil, santalum album (sandalwood) extract, tetrahexyldecyl ascorbate, tocopheryl acetate, retinyl palmitate, fragrance.



NEWAYS
INTERNATIONAL